



Wilton Complete Count Committee Plan

2020 U.S. Census

January 9, 2020

Wilton Complete Count Committee members

- Jackie Kahle (Chair)
- Donna Crane
- Joanna Eckstrom
- Pat Fickett
- Deb Mortvedt
- Kat Tighe
- Census liaison – Brendan Drew

2020 Census schedule

- January 2020: Advertising campaign begins
- **March 12: Census is live online**
- March 12-20: Invitations to respond online are mailed out
- March 16-24: Reminder letter
- March 26-April 3: Reminder postcard
- **April 1: National Census Day**
- April 8-16: Reminder letter and paper questionnaire
- April 20-27: Final reminder postcard, then a follow-up in person (May-July)

Objectives

- Raise awareness of the importance of the U.S. Census to Wilton residents.
- Promote the census and communicate how and when it will occur; emphasize the new online option as a key benefit.
- Focus on outreach to communities in Wilton which may be less likely to complete the census.
- Help residents complete their census form by using the Wilton Public Library as a key resource -- “Census Central”.

Key messages

- **The Census is important:**
 - In FY2016, New Hampshire received **\$3,718,487,379** through 55 federal programs guided by data derived from the 2010 Census.
 - The Census also determines how many seats NH gets in Congress.
- **The Census is easy:**
 - For the first time, you can complete the census online from anywhere you have computer access.
 - Only 9 questions (plus 7 more for each added person in the household).
- **The Census is secure:**
 - The Census Bureau is bound by law to keep your information confidential (including from law enforcement or other government agencies). Every employee takes an oath to protect your personal information for life (mandatory 5-year prison term plus significant fines).
 - The answers you provide are kept anonymous; the Census Bureau is not permitted to release your responses in any way that could identify you or anyone else in your home.

Outreach to key communities

Community	Issue	Plan
Edgewater residents	May not have easy access to computers	<ul style="list-style-type: none">• Schedule several on-site sessions and bring a laptop for them to use• Emphasize they can still use paper forms
Millennials and younger	May not pay attention to it or think its important	<ul style="list-style-type: none">• Develop an ongoing social media campaign
Security-concerned residents	May distrust online surveys and/or think they aren't secure	<ul style="list-style-type: none">• Emphasize the security built into the census• Remind them they can still use a paper form
Residents with only P.O. boxes	Will not receive any login information or the census forms themselves	<ul style="list-style-type: none">• Talk to the Postmaster to discuss procedures• Communicate this to residents affected

Wilton Library: “Census Central”

- We will host two informational sessions with census personnel (March 4th and March 18th at 6:00 p.m.) to discuss the census with residents and answer questions.
- FAQs will be hosted on the Library Website.
- We will promote availability of the 11 existing workstations for filling out the census – one will be dedicated (with signage) to the Census.
- Support staff will be available to help - one new staff person (Susan Ciallo) will focus on this specifically.
- Large “Census Central” banners will be displayed inside and outside.
- Note – library personnel will be participating in a census webinar on January 30th, sponsored by the American Library Association

Outreach to the schools

- Work with the school board to provide information about the census curricula available for different grades.
- Create a flyer to be sent home with every student talking about the importance of completing the census.
- Write a piece for the PTO newsletter.

Promotional plans

- Plan will be presented to the Select Board in early February.
 - Also featured on “After the Checks are Signed” podcast with D.J. and Deb.
- Wilton Town Meeting (March 12th), Town Elections (March 10th), and School Board Meeting (March 14th):
 - Table with a banner and information handouts.
 - Bill Keefe to announce at Town meeting that the Census is available online that day, emphasize how important it is to complete.
- Communicate weekly status of census completion in town, if the data is available from the Census Bureau.
- Promotional items:
 - “I Count” stickers.
 - Informational posters to be put up at Town Hall, the Library, Post Office, Recycling Center, the schools, and any other businesses who are willing.
 - Informational flyers to hand out at Town Meeting, School Board meeting, Edgewater and the Library.
 - Internal and external “Census Central” banners for the Library.

Social Media, Web and press plans

- **Town website:**
 - Regularly updated dedicated page with background materials.
 - Regular news articles about the census.
- **Social media:**
 - Graphics and memes to be used on social media, building on the Census Bureau materials.
 - Weekly census-focused social media posts from the Town of Wilton accounts, re-posted on the other Wilton FB pages.
 - Explore interviewing census-takers on why they are participating, or testimonials from residents who have completed their form.
 - Encourage people to post on their social media that they completed the census, using “I Count” graphics we provide.
- **Press:**
 - Keep Ashley Saari and Jessie Salisbury informed, issue press release about Wilton’s activities.